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Appeal Decision

Site visit made on 19 January 2009

by Colin Tyrrell MA(Oxon) CEng MICE FIHT

an Inspector appointed by the Secretary of State for Communities and Local Government

The Planning Inspectorate
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Decision date:
2 February 2009

Appeal Ref: APP/M3835/H/08/2084413
Post Office, 8-9 Dominion Buildings, Dominion Road, Worthing BN14 8LE

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Primesight against the decision of Worthing Borough Council.
- The application Ref WB/08/0580/ADV, dated 29 May 2008, was refused by notice dated 28 July 2008.
- The advertisement proposed is an internally-illuminated double-sided free-standing display unit.

Decision

1. The appeal is dismissed.

Main Issue

2. In my opinion the main issue is the impact on the character and appearance of the area.

Reasons

3. The small parade of shops which includes the appeal site is set on the outside of a bend in Dominion Road in a mixed mainly residential area close to the edge of Worthing. The eight shops in the parade (including the double unit which is occupied by Londis at the Post Office) are set behind a paved forecourt. There are no permanent obstructions in the forecourt except for a post box and a couple of litterbins.

4. It seems to me that an internally-illuminated double-sided display unit standing some 2.5m high and 1.3m wide set only 1m from the back of the footway would be unduly intrusive and prominent in this low-key retail environment. Standing some distance in front of the host premises, it would appear isolated and incongruous in its setting.

5. In my opinion the display unit would have a detrimental impact of the character and appearance of the area, and I therefore conclude that I should dismiss the appeal.

Colin Tyrrell

INSPECTOR